



## RECORD OF REQUEST FOR POLITICAL BROADCAST TIME

Broadcast Time Period Requested: 10/24/16-10/31/16

1. Name and title of person making request: Julie Keane

2. Advertising Agency, if any: Targeted Platform Media

3. (a) Name and Address of Organization paying for time: SEIU Cope

(b) Name and Address of Organization Furnishing Announcement/Program, if different from above: \_\_\_\_\_

4. Broadcast to favor candidacy of: \_\_\_\_\_

5. Public office that candidate is seeking: Non Candidate

6. Political Party to which candidate belongs: \_\_\_\_\_

7. Date of request: 9/30/16

8. Nature of request

(a) Request to purchase announcement(s) and/or program(s)

(b) Request for broadcast time at no cost to candidate or supporters

(c) Other request (give details, e.g., broadcast times, dates, length, reason for request, etc.)

9. Disposition made of request (Attach explanatory statement necessary, attach contract)

(a) Granted (Give dates, times, length)

(b) Denied (Give reason)

(c) Withdrawn (Give reason)

(d) Availabilities offered (Give dates, time, length)

10. Subsequent Developments, if any (Give details, attach explanatory statement, if necessary, of preemption, rescheduling, makegoods, etc.)

11. Amount of Charges:

\$ 2,150 (Gross) \$ 1827.50 (Net)

Contract# 7694

Name of employee completing this form / date

Mika Valleau 9/30/16

# New Order

Agency: Targeted Platform Media Station: WGEN Flight Start: 10/25/2016  
 Office: Washington Order Type: Normal Flight End: 10/31/2016  
 Client: 831 - SEIU Cope Cancel Date:  
 Product: 841 - issue  
 Piggyback Product:  
 Estimate: 5101 - SEIU Cope 10.25-10.31 Received in ePort: 9/30/2016 12:08:05 PM  
 Hiatus:

Primary Demo: Airtime Dollars: \$2,150.00  
 Demo 2: Interactive Dollars: \$0.00  
 Demo 3: Non-Airtime Dollars: \$0.00  
 GRP: 0.00 Total Dollars: \$2,150.00  
 CPP: \$0.00  
 GIMP: 0  
 CPM: \$0.00  
 Comments: Separation: 30  
 MarketShare:

Local/National: National  
 Rep Office: MundoMAX National Television Sales (WGEN)  
 AE: Melissa Senande  
 Phone: 5443185  
 OrderID: Forwarded  
 Status:

## Weekly Airtime Lines

| Line          | No                 | Daypart<br>(Program) | DPT | Code | Rate     | C/T | Len | 10/25 | Total          | Spots | Rtg | CPP | Imp |
|---------------|--------------------|----------------------|-----|------|----------|-----|-----|-------|----------------|-------|-----|-----|-----|
| 1             | TuWThFM 12P-1P     | DT                   |     |      | \$150.00 | C   | 30  | 2     | 2              |       |     |     |     |
| 2             | Sa 7P-8P           | PA                   |     |      | \$500.00 | C   | 30  | 1     | 1              |       |     |     |     |
| 3             | TuWThFM 10:30P-11P | LF                   |     |      | \$350.00 | C   | 30  | 2     | 2              |       |     |     |     |
| 4             | TuWThFM 11P-12A    | LF                   |     |      | \$200.00 | C   | 30  | 2     | 2              |       |     |     |     |
| 5             | Su 11P-12A         | LF                   |     |      | \$250.00 | C   | 30  | 1     | 1              |       |     |     |     |
| CINE MUNDOMAX |                    |                      |     |      |          |     |     |       | Total Spots: 8 |       |     |     |     |

Cash\$ - Spots: \$2,150.00 - 8 Trades\$ - Spots: \$0.00 - 0 Total Cost: \$2,150.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00

**CONTRACT**

**WGEN**  
**1800 NW 94th Avenue**  
**Miami, FL 33172**  
**(212) 822-7015**

And:

**Targeted Platform Media**  
**Attention: Julie Keane**  
**1291 Hollywood Dr.**  
**Annapolis, MD 21403**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>7694 /         |   | <u>Alt Order #</u><br>WOC10481319                      |
| <u>Product</u><br>issue                      |   |  |
| <u>Contract Dates</u><br>10/25/16 - 10/31/16 |   | <u>Estimate #</u><br>5101                              |
| <u>Advertiser</u><br>SEIU COPE               |   | <u>Original Date / Revision</u><br>09/30/16 / 09/30/16 |
| <u>Billing Cycle</u><br>WEEKLY               | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WGEN                       | <u>Account Executive</u><br>Melissa Senande | <u>Sales Office</u><br>New York                        |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Households             |   |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u><br>831               | <u>Product Code</u><br>841                             |
| <u>Agency Ref</u>                            |   | <u>Advertiser Ref</u>                                  |

| *Line         | Ch   | Start Date          | End Date        | Description     | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|---------------|------|---------------------|-----------------|-----------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1           | WGEN | 10/25/16            | 10/31/16        | AVG. ALL WKS    | 12:00 PM-1:00 PM  |      | :30    |                   |             |               | NM   | 2     | \$300.00   |
|               |      | VIP/NON-PREEMPTABLE |                 |                 |                   |      |        |                   |             |               |      |       |            |
|               |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/25/16            | 10/31/16        | MTWTF--         |                   |      |        | 2                 | \$150.00    | 0.00          |      |       |            |
| N 2           | WGEN | 10/25/16            | 10/29/16        | 100 LATNS DJRN  | 7:00 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$500.00   |
|               |      | VIP/NON-PREEMPTABLE |                 |                 |                   |      |        |                   |             |               |      |       |            |
|               |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/24/16            | 10/30/16        | -----S-         |                   |      |        | 1                 | \$500.00    | 0.00          |      |       |            |
| N 3           | WGEN | 10/25/16            | 10/31/16        | MOST SHOCKING   | 10:30 PM-11:00 PM |      | :30    |                   |             |               | NM   | 2     | \$700.00   |
|               |      | VIP/NON-PREEMPTABLE |                 |                 |                   |      |        |                   |             |               |      |       |            |
|               |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/25/16            | 10/31/16        | MTWTF--         |                   |      |        | 2                 | \$350.00    | 0.00          |      |       |            |
| N 4           | WGEN | 10/25/16            | 10/31/16        | LABERNT-ALICIA  | 11:00 PM-12:00 AM |      | :30    |                   |             |               | NM   | 2     | \$400.00   |
|               |      | VIP/NON-PREEMPTABLE |                 |                 |                   |      |        |                   |             |               |      |       |            |
|               |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/25/16            | 10/31/16        | MTWTF--         |                   |      |        | 2                 | \$200.00    | 0.00          |      |       |            |
| N 5           | WGEN | 10/25/16            | 10/30/16        | CINE MUNDOMAX   | 11:00 PM-12:00 AM |      | :30    |                   |             |               | NM   | 1     | \$250.00   |
|               |      | VIP/NON-PREEMPTABLE |                 |                 |                   |      |        |                   |             |               |      |       |            |
|               |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |      | 10/24/16            | 10/30/16        | -----S          |                   |      |        | 1                 | \$250.00    | 0.00          |      |       |            |
| <b>Totals</b> |      |                     |                 |                 |                   |      |        |                   |             |               |      | 8     | \$2,150.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 10/24/16 - 10/30/16 | 6          | \$1,600.00   | \$1,360.00 |
| 10/31/16 - 11/06/16 | 2          | \$550.00     | \$467.50   |
| <b>Totals</b>       | 8          | \$2,150.00   | \$1,827.50 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |                         |
|--|-------------------------|
| <b>Station and Location:</b><br><br>WGEN-TV, WDLR-CD - Miami, FL | <b>Date:</b><br>9/29/16 |
|--|-------------------------|

I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

|   |
|---|
| Support / Promote Latino Vote<br><div style="text-align: center; margin: 5px 0;">SEIU Cope</div> Opposition to Donald Trump presidential campaign |
|---|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED       |                                  |      |       |                |                 |

This broadcast time will be used by: SEIU Cope

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: SEIU Cope  
General Election: November 8th, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SEIU Cope

1800 Massachusetts Ave. NW  
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Gerry Hudson  
Contact: Norm Greene

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

September 29th, 2016

Date

*How D. iell*

Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Carlos M Sterling*

Signature

Carlos M Sterling

Printed Name

GM

Title